

Recommendation: **GRANT LISTED BUILDING CONSENT**

National Planning Policy Framework
Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016

Havant Borough Local Plan (Core Strategy) March 2011

- CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS12 (Chichester Harbour Area of Outstanding Natural Beauty (AONB))
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

- AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Grade 2

Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

Chichester Harbour Conservancy Recommendation – ADVERT SPLIT DECISION

No objection to signage S1 and S2

Suggested considerations –

- schedule/samples of materials to be agreed prior to construction / as indicated on application forms / to match the existing on site
- standard advertisement conditions applicable

Objection to signage S3

- opposed due to non-requirement of additional proliferation of signs within this part of Emsworth Conservation Area in the Area of Outstanding Natural Beauty

Officer comment : As sign S3 has since been removed it is judged that the previous reasons for objection are now not relevant

Conservation Officer

In principle I have no objection to the replacement signage on the shopfront itself, however I do have a concern with the proposed projecting sign which is not of a traditional design.

Traditional signs hung from decorative wrought iron bracket fixed to the building at FF window level are encouraged where they enhance the character and overall appearance of the building. I note that the adjoining building occupied by Gascoigne-Pees has a traditional style projecting sign, as do businesses further along South Street including Hazel and Co, the Coal Exchange and Chalcrafts. Also there is an existing wall mounted, traditional style street light already on the building. I feel that the design of a projecting sign needs to reflect the historic character of the streetscene.

I therefore raise a holding objection to the application subject to the above concern being addressed. I would request to be consulted on any amended plans which are submitted.

Comments after amendments received : As this sign has since been removed the comments above are no longer applicable.

6 **Community Involvement**

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 12

Number of site notices: 1

Statutory advertisement: 07/02/2020

Number of representations received: 0

Comment	Officer Comment
No comments received	

7 **Planning Considerations**

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Principle of development
- (ii) Impact upon the character and appearance of the area
- (iii) Impact upon residential amenity

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria. As the site is of a commercial use the principle of signage is considered acceptable. As the building is Listed and the site is within a Conservation Area there is a need to ensure that the adverts preserve or enhance the building and the Conservation Area.

(ii) Impact upon the Listed Building

The signage has been amended to remove sign no 3, a projecting sign, from the proposal following advice from the Council's Conservation Officer as well as an objection from the Chichester Harbour Conservancy. The signage is now considered to be acceptable and sympathetic to the character of the Listed Building, and therefore complies with policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

(iii) Impact upon the Conservation Area

The application site is located in a commercial area where signage is commonplace. The design of the signs and their detailing are considered to have an acceptable impact on the appearance of the Conservation Area and therefore complies with policies CS11, CS16 (Core Strategy) and DM21 (Allocations) of the Havant Borough Local Plan.

8 **Conclusion**

The proposed signage is considered acceptable in the context of this commercial unit . They are deemed to preserve the character of the Listed Building and would have an acceptable appearance in the Conservation Area. Listed Building Consent can therefore be recommended.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT LISTED BUILDING CONSENT** for application APP/20/00037 subject to the following conditions

- 1 The works must be begun not later than the expiration of three years beginning with the date of this consent.

Reason: To comply with the requirements of Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

21903 REV B Amended proposed elevation details
location map received 28.01.2020
amended sign details received 18.03.2020

Reason: - To ensure provision of a satisfactory development.